



REPORT TO



COMMUNITY SATISFACTION MEASUREMENT SURVEY

EXECUTIVE SUMMARY

October 2008

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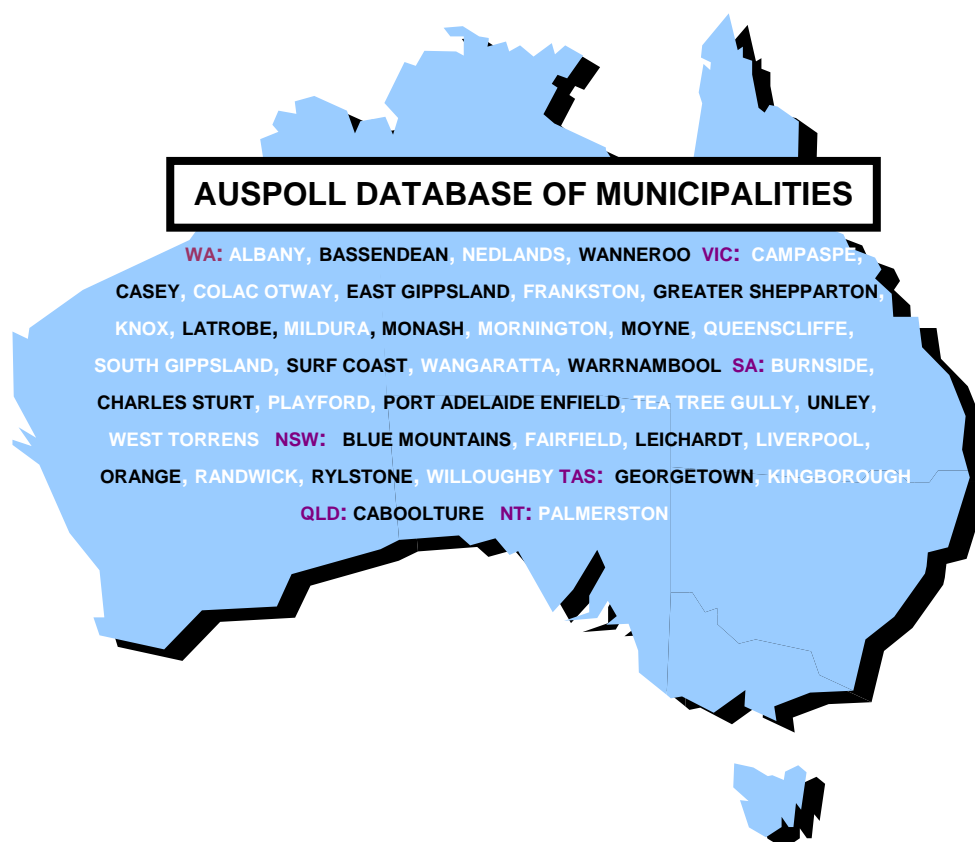
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EXECUTIVE SUMMARY

The **Community Satisfaction Measurement (CSM) Survey** provides Council with an *Importance Index*, a *Performance Index* and a *Community Satisfaction Index* for 73 Specific Service Areas. These measures are derived from a resident survey where respondents rated how important they perceived each service to be and then how satisfied they were with Council's performance.

The Importance and Performance indices show scores out of 100 and represent the average result. The **Community Satisfaction Index (CSI)** is best thought of as a performance index weighted according to the importance applied by each respondent. For example, when a respondent indicates that they place a high importance on provision of public open space, but a lower performance rating, a low Community Satisfaction Index will result. On the other hand, if a respondent applied a low importance rating, but a high performance rating, this would result in a higher CSI.

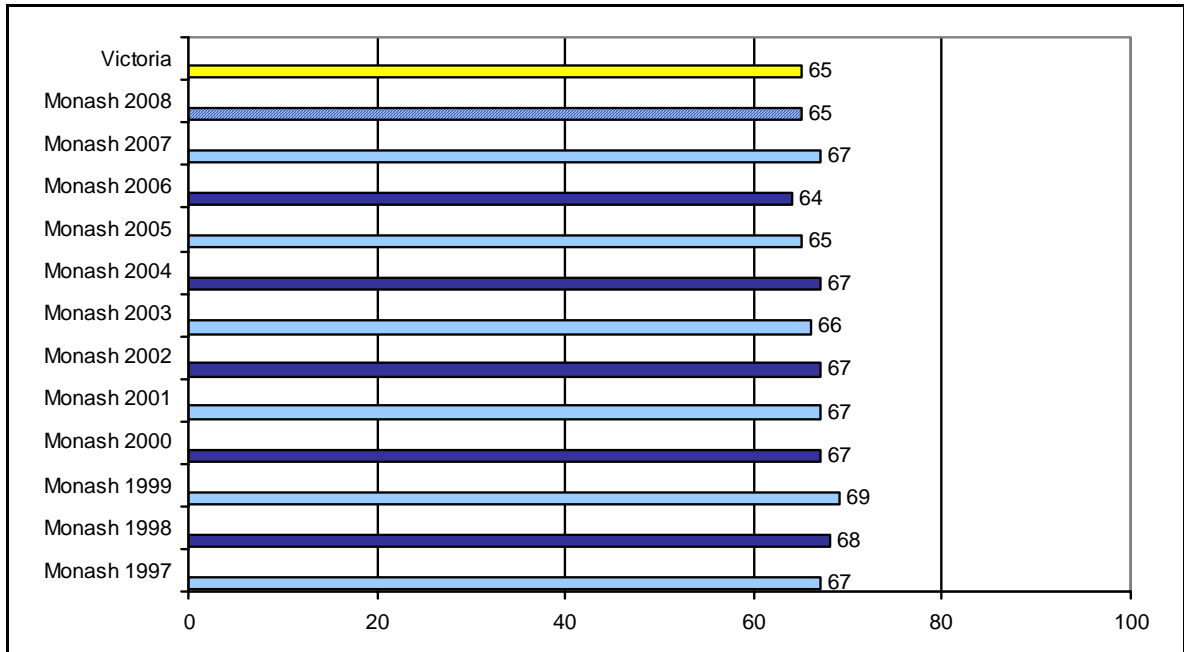
The 2008 survey involved a mail out to 3,400 randomly selected households from Victorian Electoral Commission voters' roll for Monash, with a total of 1145 responses received. The graphs on the following pages compare the results for Monash in 2008 to those of 1997 – 2007 as well as the average results of the Auspoll database for Victoria. These latter comparisons utilise ten years of experience in local Government research and capture the responses of over 65,000 residents from 40 different municipalities across Australia. The Auspoll database is sufficiently large enough to ensure that comparisons are not affected by anomalous results for individual municipalities.



KEY FINDINGS

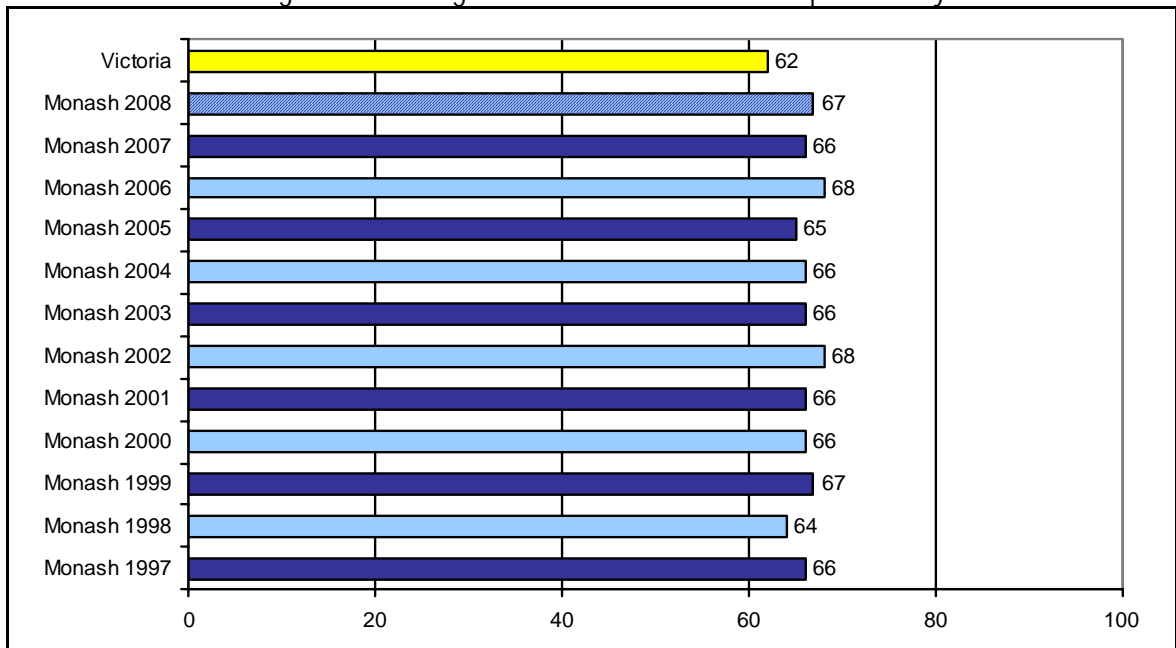
CORPORATE IMAGE INDEX

This overall score is the average of the nine benchmark Corporate Image Indicators. The 2008 Corporate Image Index for Monash is high overall however slightly lower than 2007 due largely to a decline in satisfaction with the Current Level of Council Rates.



SERVICE PERCEPTION INDEX

These scores are taken from the mean of the 13 benchmark Customer Satisfaction Indicators. The 2008 Service Perception Index for Monash shows a high overall result of 67 which rates strongly above the Victorian Progressive Average** and is consistent with the past three years.

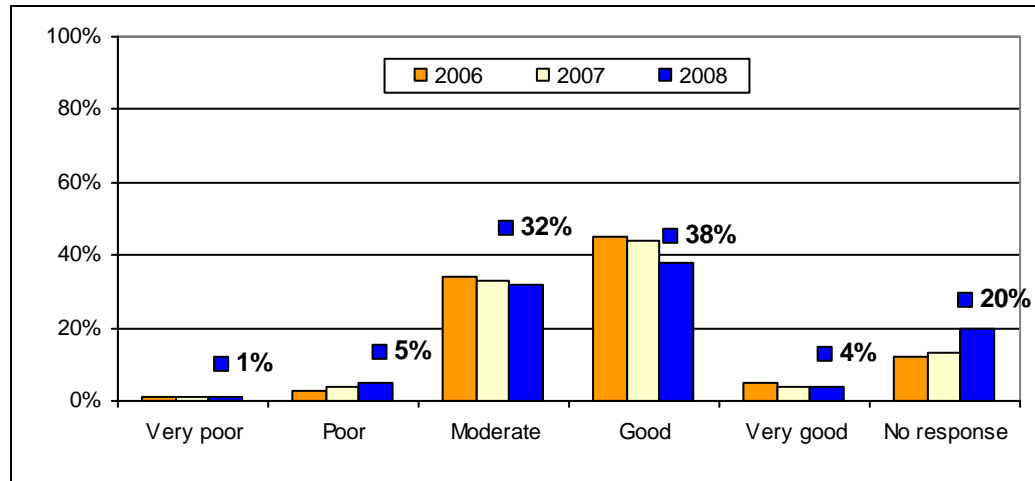
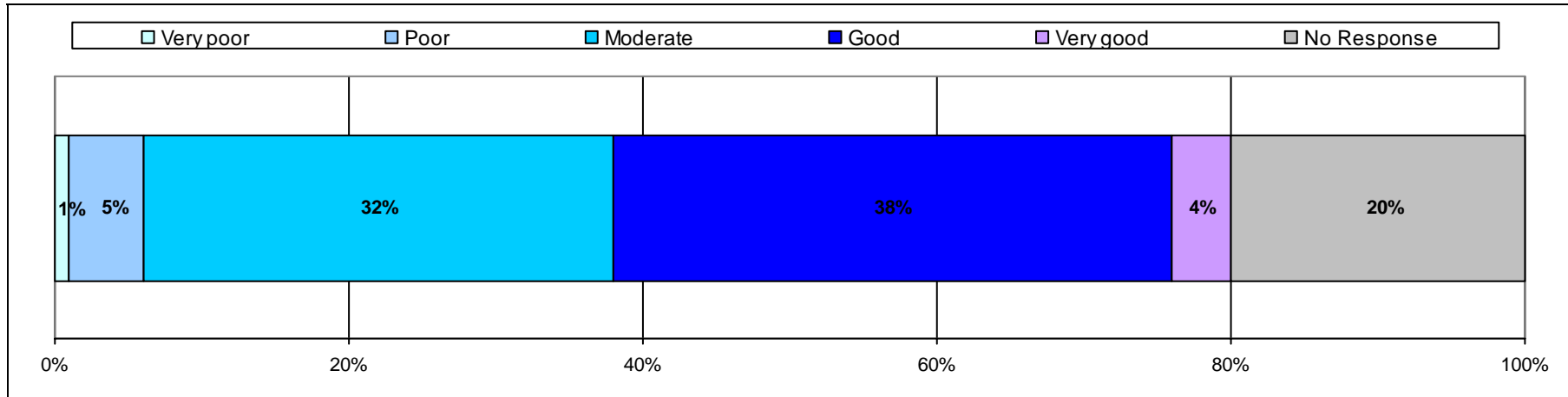


* The Victorian Progressive Average for the Corporate Image Index is inclusive of Elected Member aspects.

** The Victorian Progressive Average for the Service Perception Index is inclusive of Economic Development.

OVERALL PERFORMANCE OF COUNCIL

Council's overall performance average (3.5 out of 5) remained consistent with that of the past two years. Across the wards, Oakleigh residents had a slightly lower average rating (3.4) than residents in Mount Waverley (3.6), Mulgrave (3.5) and Glen Waverley (3.5), however, Oakleigh's result is an improvement on the past two years.



CORPORATE IMAGE

The high results of 2007 are, by and large, repeated in 2008, the most significant decline in ratings occurring in the Value for Money indicator.

Council Staff

The high results of 2007 have been maintained across each Staff aspect.

	2007	2008
• General Courtesy of Council Staff	74	73
• General Efficiency of Council Staff	71	70
• Responsiveness to Complaints	68	67

Council Image

These have remained in the high range for all aspects, although Overall Image of Council has declined slightly (by 2 points). All wards returned high scores across each aspect, with Oakleigh improving on previous years, but the remaining wards declining slightly, particularly Mulgrave.

	2007	2008
• Overall Image of Council	70	68
• Presentation of the District to Visitors	71	70
• Image of Council in the Local District	68	67

Value for Money

Whilst all these aspects have remained in the moderate range, there has been a noticeable decline for The Current level of Council rates (drop of 4 points to 56). This decline was significantly higher in the Mount Waverley ward, which returned a low (53) rating for this aspect. Oakleigh ward residents went against the trend and recorded an increase in satisfaction for this aspect on their 2007 score (from 54 to 56).

	2007	2008
• The Current Level of Council Rates	60	56
• Charges Made for Other Council Services	60	59
• Perf. of Council comp. to level of Rates	60	58

SERVICE AREAS

There have been some fluctuations in results, largely positive, across the service areas. Most noticeably, the following areas increased by 3 satisfaction points in 2008, compared with 2007:

- Conservation and Environmental Service – went from a high-moderate (64) in 2007 to high (67) in 2008.
- Child, Youth and Family – went from moderate (62) in 2007 to high (65) in 2008.

Most other areas had slight increases of 1-2 points. The exceptions were Infrastructure Maintenance which declined by 2 points, but remains moderate (59), Sporting Services (down 1 point, but still a high 71), Planning and Building (down 1 point to remain in the low-moderate range) and Information Services (down 1 point but still high).

Results across Demographics

Age Groups

Respondents under 40 years of age generally recorded lower satisfaction results for most service areas compared with those respondents over 40 years of age.

Wards

The most significant change in this year's results was the across the board improvement in the satisfaction ratings of Oakleigh ward residents. Their ratings are now on a par with those of other ward residents.

●●●●● VERY HIGH SATISFACTION RANGE

WASTE MANAGEMENT (78)

This service continued to record the highest overall importance (87), and performance (77) results across the 13 service areas tested. Satisfaction for Garbage Collection (84), Green Waste (83) and Recycling (83) was very high across all wards. It was high for all remaining aspects, (lowest for Litter Control, 66). Satisfaction was highest in the Oakleigh ward.

LIBRARY AND CULTURAL SERVICES (78)

Satisfaction with Monash Gallery of Art (81) remained very high and the highest scoring aspect in this service area. Results were also very high for Libraries (79, up 2 points from 2007) and Arts/Cultural Events and Festivals (75). Libraries remained the aspect with the highest importance rating (87). The remaining aspects returned moderate importance ratings across the entire sample, but high ratings from users, who had a particularly high rating for the Gallery. Across the wards, satisfaction was slightly lower in Oakleigh but still high.

 **HIGH SATISFACTION RANGE****SPORTING SERVICES (71)**

Across the Sporting Services aspects, satisfaction results were generally consistent with the previous two years and in the high range. Swimming Pools/Aquatic Centres returned a high (74) satisfaction, consistent across all wards with Oakleigh recording a jump from 57 to 69 for this aspect). The Golf Courses also continued to rate very well (a very high 76, but lower for users, whose satisfaction was a high 72). Users rated satisfaction with Council support to sporting clubs as moderate (58) compared with a high result for this aspect overall.

PROVISION OF PUBLIC OPEN SPACE (70)

The overall satisfaction remained at the same level as 2007. All aspects remained in the high satisfaction range (68 – 72). Reserves increased from 69 to 72, due mainly to a decrease in the importance rating. Oakleigh ward residents recorded lower satisfaction than the remaining wards although their ratings have increased to all be in the high range.

PUBLIC HEALTH (69)

Immunisation continues to perform well with a very high satisfaction (76). Health education programs increased its already high satisfaction (from 65 to 69). Control of Pests (61) also improved slightly, however, users are considerably less satisfied with this aspect (53, low satisfaction).

INFORMATION SERVICES (67)

Consultation with the Community continues to record low satisfaction (51), however there has been a considerable improvement in the Oakleigh ward (from 45 to 54). The Community Directory continues to rate very highly (77). There was also high satisfaction for Information in the Monash Bulletin (72), Information in the Local Paper (70), Promotion of arts/cultural events (70), Website Information (68). Information about Council decisions had a moderate satisfaction level (59). The two new aspects added to the survey this year rated highly overall and across each ward (Information in Ethnic Media – 65, Services to Ethnic/Multicultural Communities - 66). However, due to significantly higher importance ratings, satisfaction with both these aspects was low for users (53 and 57 respectively)

CONSERVATION AND ENVIRONMENT SERVICES (67)

This area returned to the high rating of 2006 after a decline last year. Management of Wetlands (73) and Management of Natural Bushland (73) rated highly across all wards. Beautification of Streets (60) and Tree Planting Programs (61) both increased to the middle of the moderate scale. Glen Waverley and Mulgrave ward residents had slightly lower overall satisfaction.

CHILD, YOUTH AND FAMILY (65)

Slight movements mainly in performance ratings put this group of services at the lower end of the high satisfaction scale. Maternal & Child Health maintained and improved its high overall satisfaction (69), Parental education rated well (64) and Services to Youth retained a moderate satisfaction (60) overall but was low (54) amongst service users.

 **MODERATE SATISFACTION RANGE****SERVICES TO THE AGED (64)**

This service area has remained the same as 2007 (at the high end of the moderate range). Service users returned high ratings (higher than non-users) for all aspects. Satisfaction with Provision of Council Support was moderate for Mulgrave and Oakleigh ward residents but high in the remaining wards.

PUBLIC AMENITY (63)

This has increased slightly to be at the higher end of the moderate range. Car Parking Availability increased slightly to be at the low end of the moderate range (56) (Mount Waverley ward residents had the highest level of satisfaction for this aspect, 61). Car Parking Control remained moderate (60). Whilst down two points, Animal Management retained a high overall rating (66), however, it is slightly lower for users (63, moderate).

ROAD SAFETY (61)

This area has remained in the moderate satisfaction range, with results consistent with last year's. Traffic Control and Signs remains high (67); Public Lighting moderate (58) (lower in Mount Waverley ward, 55); Footpaths moderate (57) (lowest in Oakleigh, 55).

INFRASTRUCTURE MAINTENANCE (59)

This grouping recorded a slight decline on 2007, to remain in the moderate range. Oakleigh ward residents continued to have lower satisfaction than those in other wards. Drainage was dropped to the moderate range (61). Satisfaction for footpath maintenance has remained in the low range (53) as has Public Toilet Maintenance (53). Satisfaction remained high for Maintenance of Parks and Gardens (70). There was a solid moderate score for Maintenance of Public Places (62). Road Maintenance remains moderate but has declined three points (58). Those who identified as users of Footpath Maintenance and Public Toilets had noticeably lower satisfaction (and in the low range) for these aspects compared with non-users, whose ratings were high and moderate, respectively.

PLANNING AND BUILDING (55)

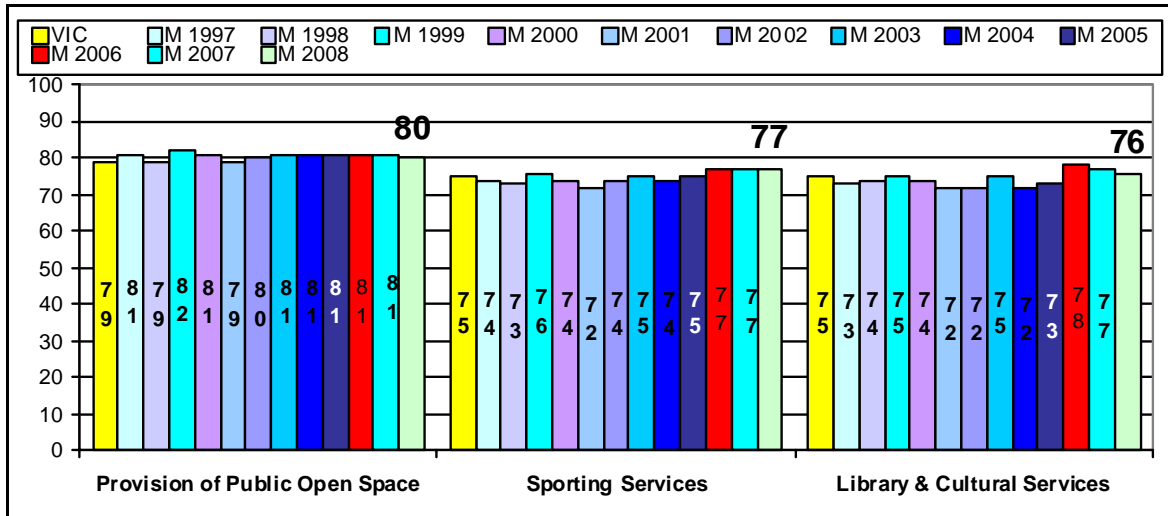
Results remain consistent with the previous two years and at the lower end of the moderate scale. Satisfaction remains highest for Encouragement of Industry, Commerce & Employment (moderate, 60). It is low-moderate for Planning for the future (55) and low for Management of Building Controls (49) and management of Planning Controls (49). Service users had noticeably lower satisfaction than non-users for each aspect.

SERVICE PERCEPTION INDEX CORPORATE IMAGE INDEX

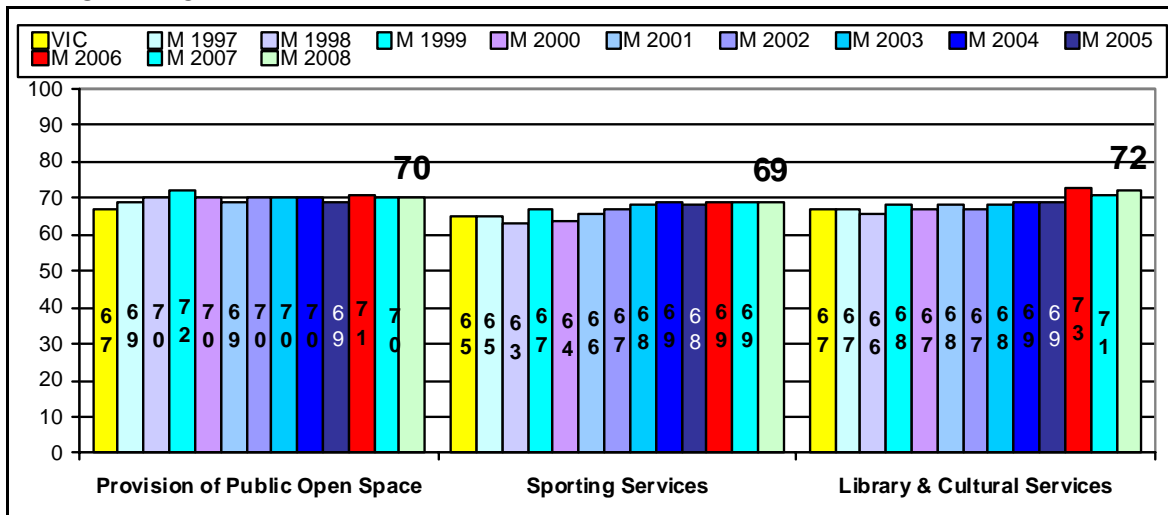
	High result 67	Moderate result 65
TOTAL	67	65
Gender		
Male	67	65
Female	66	65
Age group		
18-25	63	61 Decline
26-39	65 Improvement	65
40-59	64	64
60+	70	67 High results
Born		
Australia	65	66 Decline since last year
Other	68	65
Locality		
Burwood	68	69
Ashwood	58 Drop in satisfaction	63
Chadstone	74	64 Drop in satisfaction
Mount Waverley	66	65 Drop in satisfaction
Glen Waverley/Wheelers Hill	67	66
Oakleigh/Huntingdale/Oakleigh East	67 Increase	63
Oakleigh South	67	68
Clayton/Notting Hill	64 Increase	62
Mulgrave	67	68
Ward		
Glen Waverley	67	66
Mount Waverley	67	65 Drop in satisfaction but still high
Mulgrave	66	67 Drop in satisfaction but still high
Oakleigh	66 Drop in satisfaction but still high	64

RECREATION GROUP

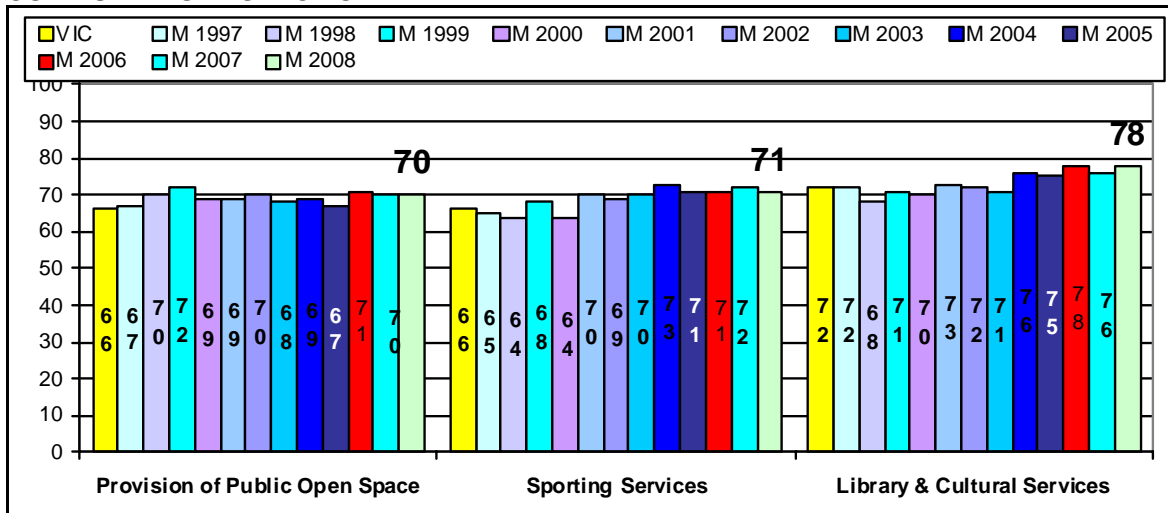
IMPORTANCE



PERFORMANCE

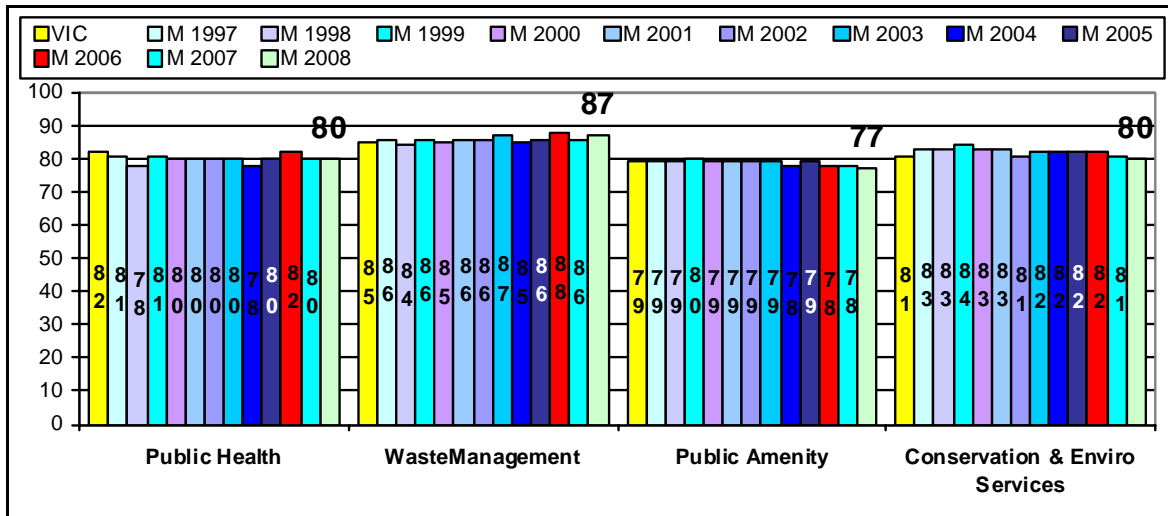


COMMUNITY SATISFACTION INDEX

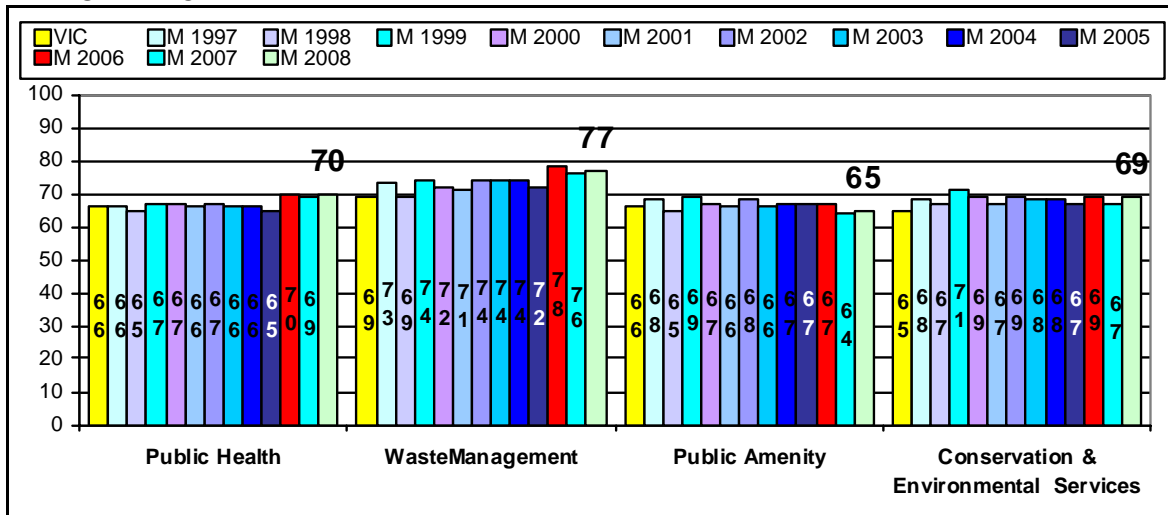


HEALTH & AMENITIES GROUP

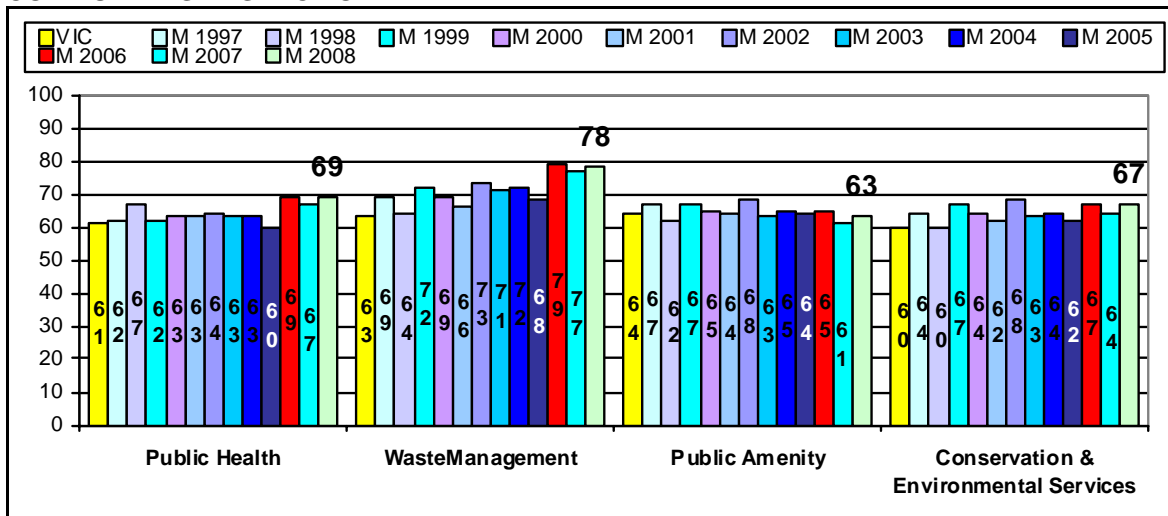
IMPORTANCE



PERFORMANCE

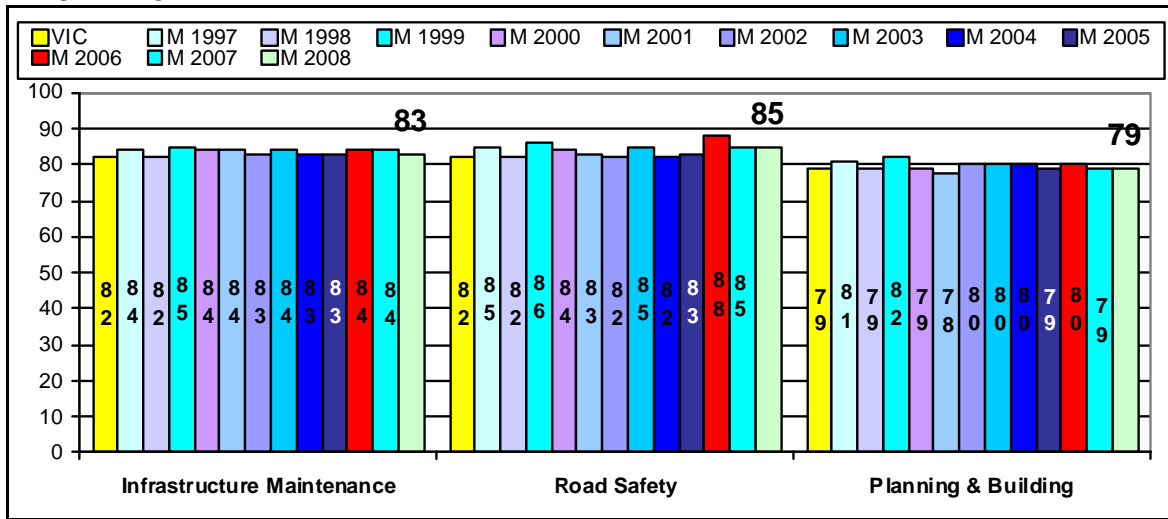


COMMUNITY SATISFACTION INDEX

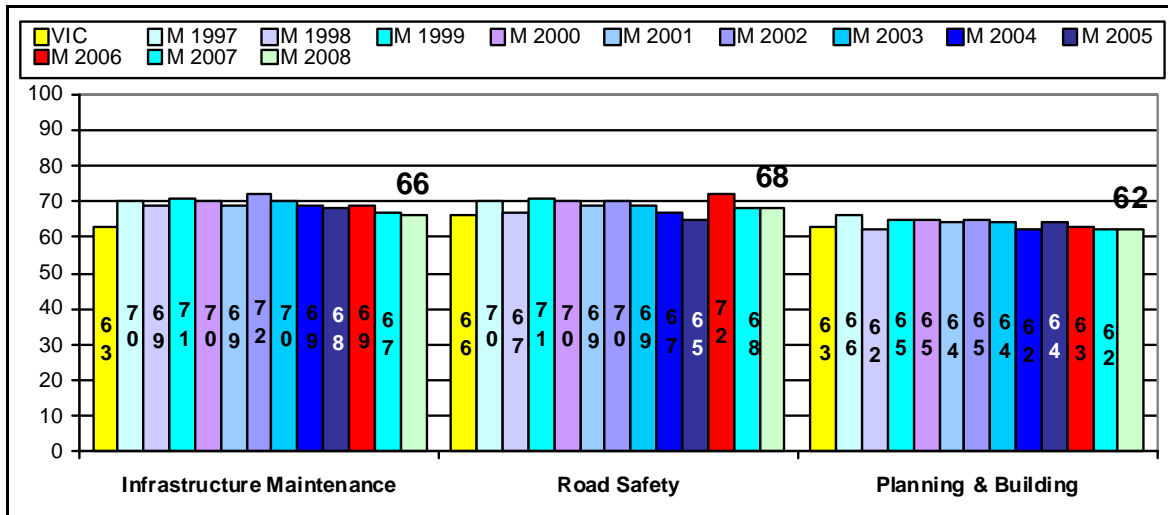


ECONOMIC SERVICES GROUP

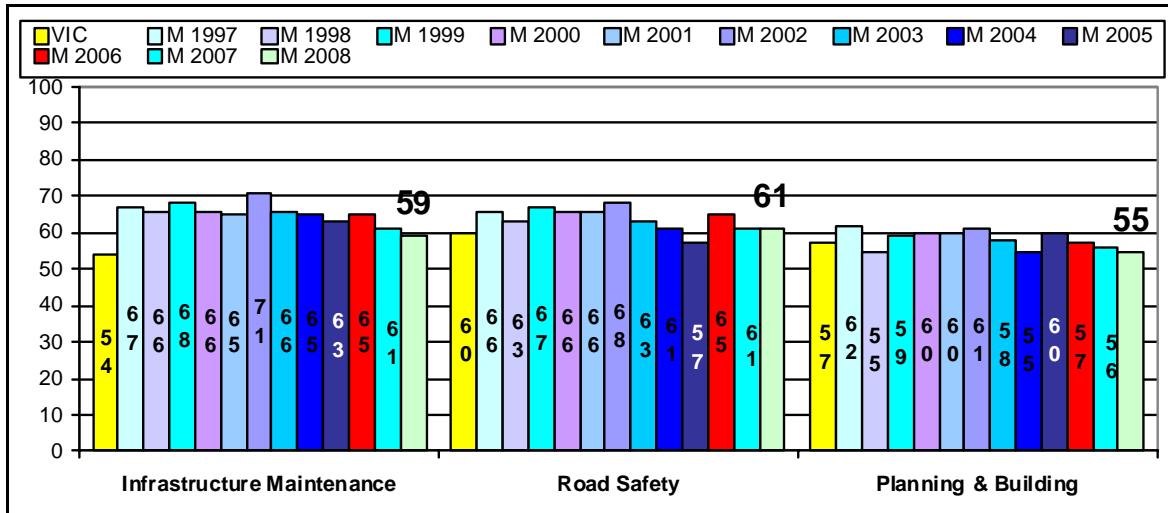
IMPORTANCE



PERFORMANCE

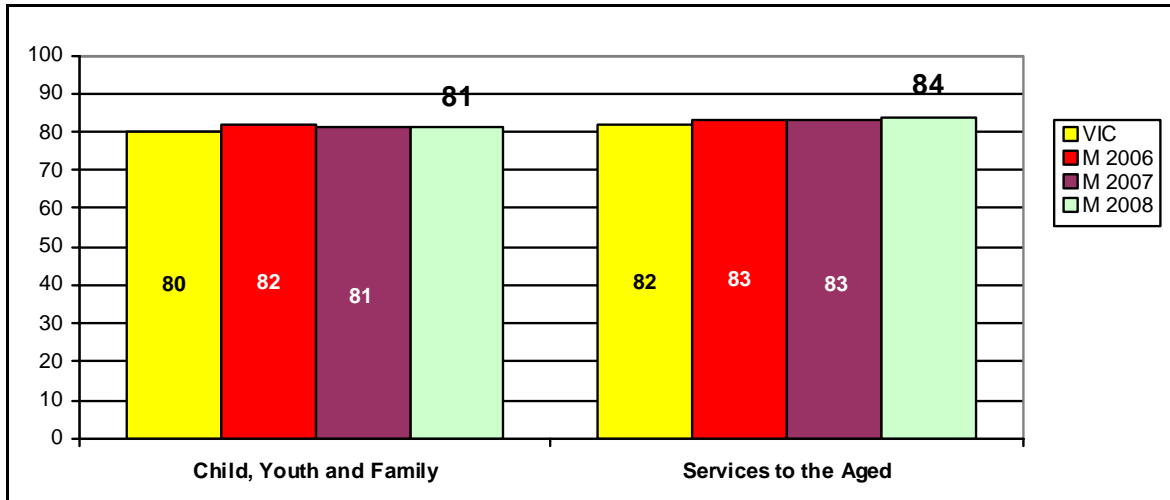


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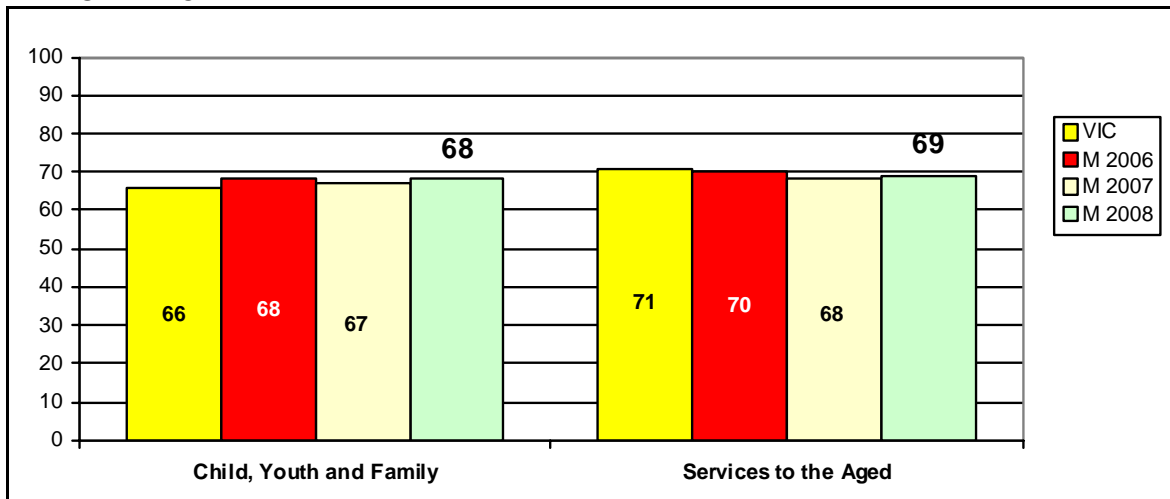


HUMAN SERVICES GROUP

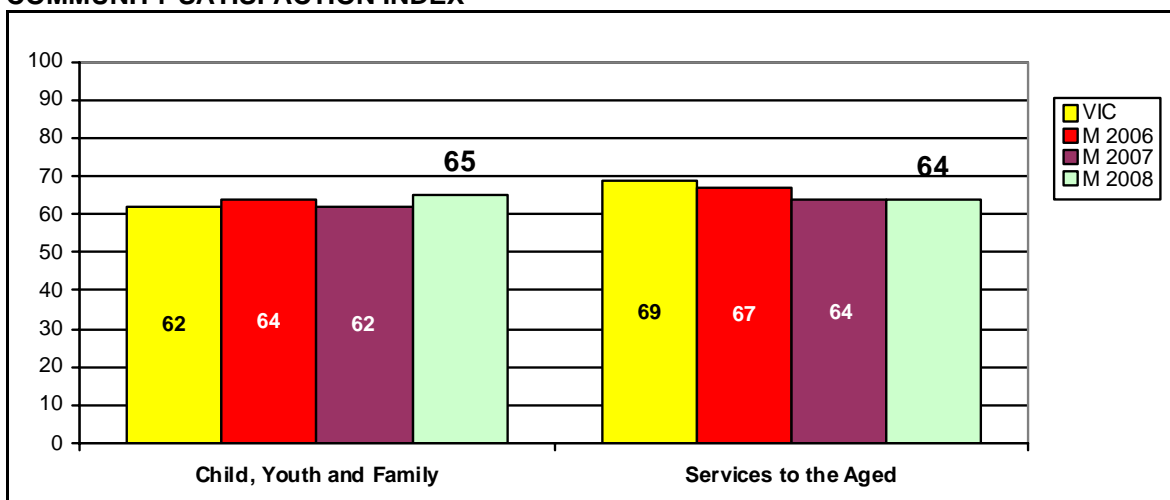
IMPORTANCE



PERFORMANCE

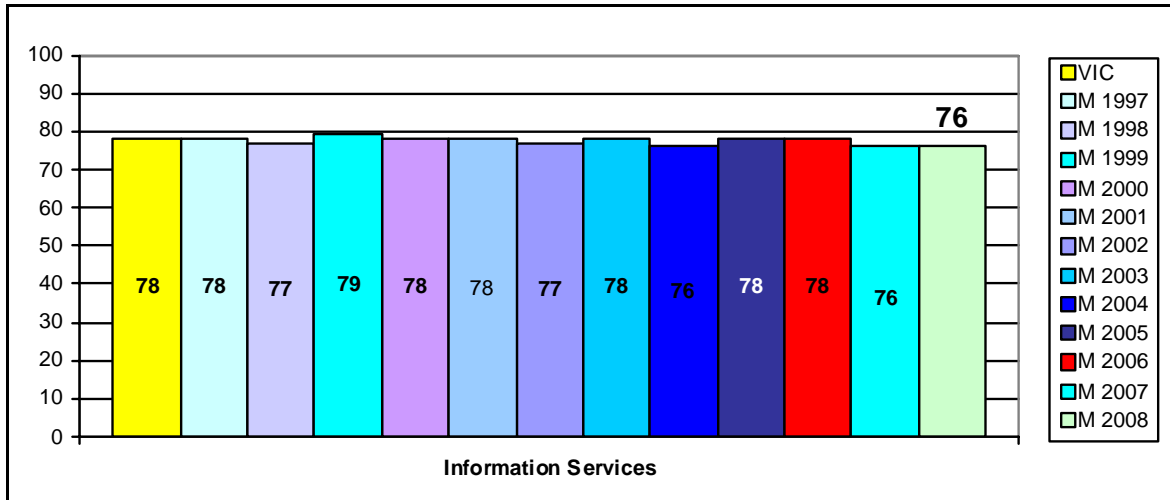


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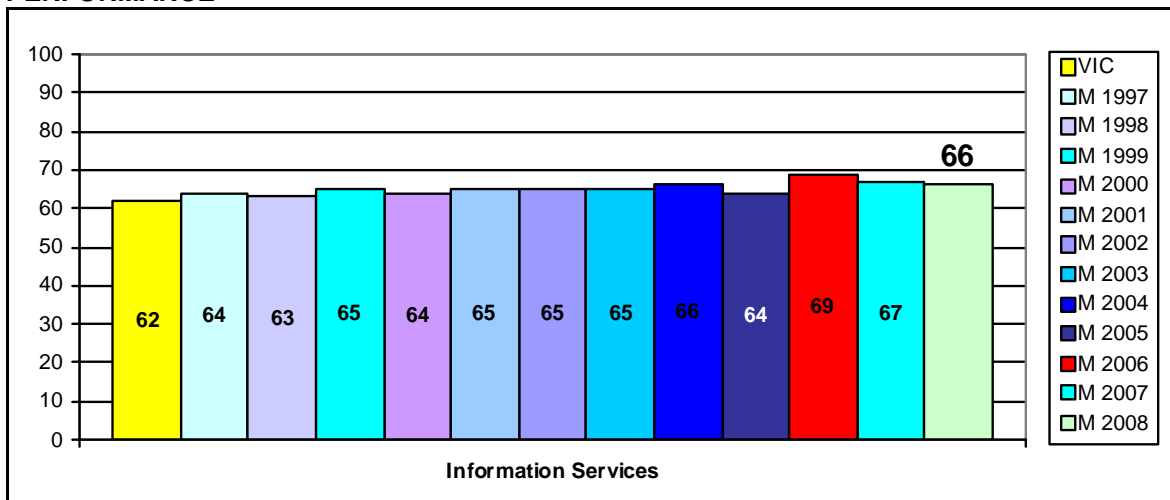


INFORMATION SERVICES GROUP

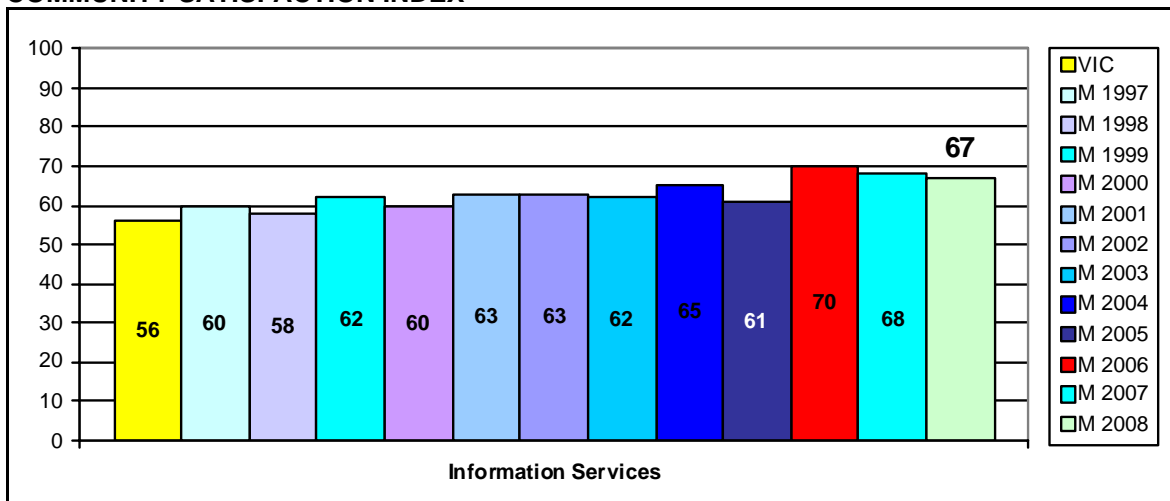
IMPORTANCE



PERFORMANCE

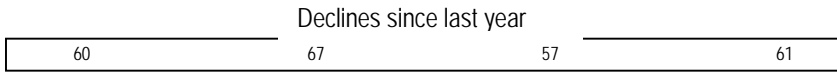
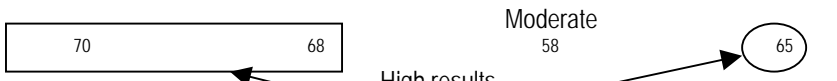


COMMUNITY SATISFACTION INDEX



CORPORATE IMAGE INDEX

	COUNCIL STAFF	COUNCIL'S IMAGE	VALUE FOR MONEY	INDEX
TOTAL	70	68	Moderate 58	65
Gender				
Male	69	68	58	65
Female	70	69	57	65
Age group				
18-25	60	67	57	61
26-39	69	68	57	65
40-59	69	68	56	64
60+	72	69	59	67
Born				
Australia	70	68	58	66
Other	69	69	56	65
Locality				
Burwood	80	67	60	69
Ashwood	68	67	54	63
Chadstone	67	68	57	64
Mount Waverley	71	69	55	65
Glen Waverley/Wheelers Hill	69	69	58	66
Oakleigh/Huntingdale/Oakleigh East	68	66	55	63
Oakleigh South	74	68	61	68
Clayton/Notting Hill	67	64	56	62
Mulgrave	71	71	63	68
Ward				
Glen Waverley	70	69	58	66
Mount Waverley	71	69	56	65
Mulgrave	69	69	61	67
Oakleigh	69	66	56	64



Drop in satisfaction

Increase
Decline but still high

Drop since 2007

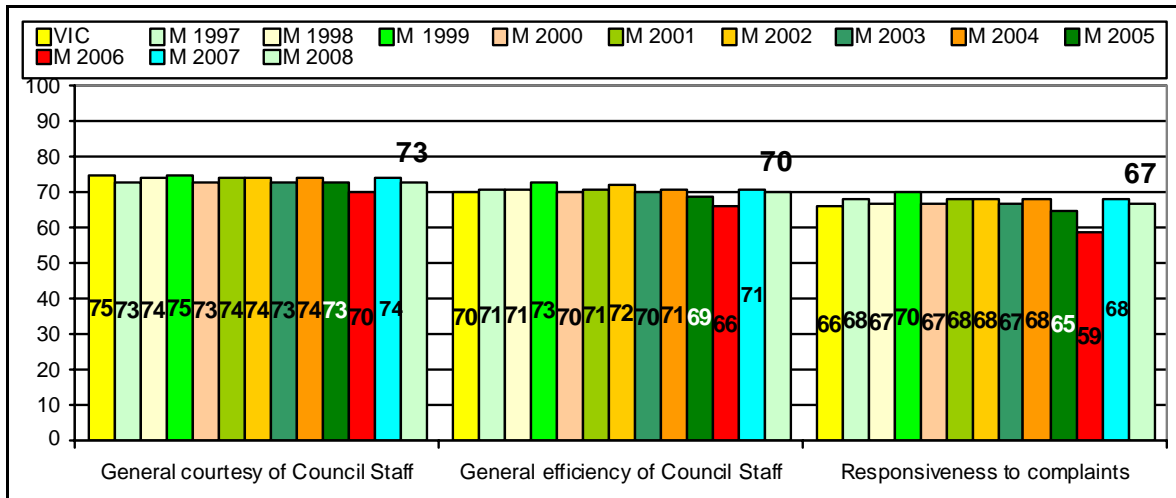
High result & Increase

Drop since 2007

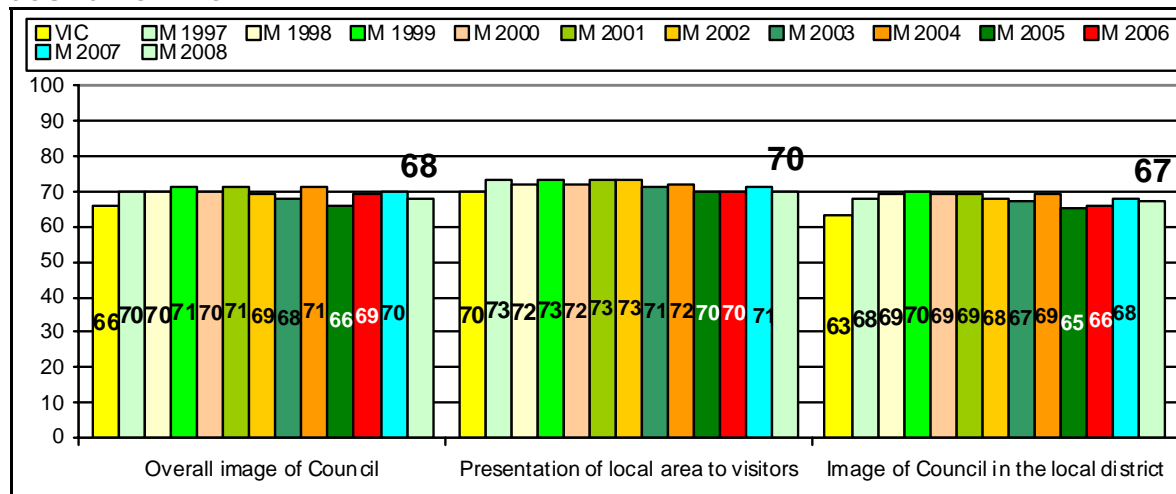
Increase

CORPORATE IMAGE INDICATORS

COUNCIL STAFF



COUNCIL'S IMAGE



VALUE FOR MONEY

